

# 20\_\_ VALUES MARKETING PLAN FOR \_\_\_\_\_

**WHAT ARE YOUR COMPANY VALUES?**

Write down your company values to steer your content.

**TWO VALUES-ALIGNED BRAND COLLABORATIONS:**

Write down the two businesses you'd like to partner with this year.

**ONE BYLINE**

One topic you'd like to get published by a publication regarding your values.

**ONE VOLUNTEER OPPORTUNITY**

Providing time and attention to your community and demonstrating your values.

**TWO EVENTS**

One internal and one external event celebrating and educating about your values.

**ONE AWARD**

Choose an award that will highlight your values.

**SIX BLOG POSTS**

Six topics you want to discuss around living your values.

**TWELVE SOCIAL MEDIA POSTS**

Highlighting your values, your employees, and community impact.